



EVIDENCE-BASED PUBLIC HEALTH PRACTICE

Week 1, Part 1- Introduction & Overview of EBPH

WORKSHOP AGENDA

- Week 1, Part 1- Introduction & Overview of EBPH
 - How webinars work
 - Overview of evidence-based public health practice
 - Questions?

HOW WEBINARS WORK

- Not to put you on the spot but.....
- Have any of you *not* attended a webinar before?
 - Use icon in lower left corner to raise your hand
- Use **Chat** to ask questions
 - By default goes to everyone
 - Click on "**Everyone**" to see a list of all attendees
 - Send a private message by selecting specific name

HOW WEBINARS WORK

- To access next week's session, use the same link as this session
- Both sessions will be recorded
 - Separate link sent out later to access recording

WHAT IS EVIDENCE-BASED PUBLIC HEALTH?

- Evidence-based public health is defined as the development, implementation, and evaluation of effective *programs* and *policies* in public health through application of principles of scientific reasoning, including systematic uses of data and information systems, and appropriate use of behavioral science theory and program planning models. (Brownson, Ross C., Elizabeth A. Baker, Terry L. Leet, and Kathleen N. Gillespie, Editors. *Evidence-Based Public Health*. New York: Oxford University Press, 2003.)

WHAT IS EVIDENCE-BASED PUBLIC HEALTH?

- [E-Roadmap to Public Health Practice Concepts](#) (New Hampshire Institute for Health Policy and Practice)
Developing, implementing, and evaluating public health *programs* or public health *policies* (in public health terms an "intervention") that have 1) data demonstrating their effectiveness and 2) a grounding in a health behavior theory or ecological model of health.

WHAT IS EVIDENCE-BASED PUBLIC HEALTH?

- “The process of integrating science-based interventions with community preferences to improve the health of populations.” (Kohatsu ND, Robinson JG, Torner JC. [Evidence-based public health: An evolving concept](#). Am J Prev Med. 2004 Dec;27(5):417-21.)

GOALS OF EVIDENCE-BASED PUBLIC HEALTH

- Improve community health
- Involve the community
 - Community-based participatory research
- Use research and data
- But--Don't forget what you already know

STEPS FOR EBPH

1. Develop an initial statement of the issue
2. Quantify the issue
3. Research the issue
4. Develop program or policy options
5. Create an implementation plan
6. Evaluate the program or policy

O'Neill, M.A., & Brownson, R.C. (2005). [Teaching evidence-based public health to public health practitioners](#). *Annals of Epidemiology*, 15(7), 540-544.

STEP 1: DEVELOP AN INITIAL STATEMENT OF THE ISSUE

- What is the health issue?
- What do you know in general about the problem?
- What are the forces that might shape this issue? Political? Personal? Social norms? Environmental?
- Who are key stakeholders?
 - Including community members
- How will you measure the results?

STEP 1: DEVELOP AN INITIAL STATEMENT OF THE ISSUE

- Use PICO (from EBM) to begin define question
 - P: Population
 - I: Intervention
 - C: Comparison
 - O: Outcome
- Use a logic model to begin your strategic planning
 - Inputs, activities, outputs, results (short & long term)
 - [W.K. Kellogg Foundation Logic Model Development Guide](#)
 - <http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf>
 - [Logic model tutorials](#) (CDC) (under revision)
 - [Enhancing Program Performance with Logic Models](#) (U Wisconsin-Extension)
 - [Additional logic model resources](#)

STEP 2: QUANTIFY THE ISSUE

- Where do we get the data?
 - Vital Statistics
 - Reportable diseases
 - Screening surveys
 - Disease registries
 - Morbidity surveys
 - Hospital Data
 - Focus groups
 - Interviews
 - Other

STEP 3: USE THE RESEARCH

- What research is there to help you with this particular issue?
 - How strong is *their* evidence?
 - Was it evaluated appropriately?
 - Is it theory-based?
 - Did they use the appropriate theory?
 - [Theory at a Glance: A Guide for Health Promotion Practice](#)

STEP 4: DEVELOP PROGRAM OR POLICY OPTIONS

- Review what you know about public health programs
- Determine criteria to prioritize options
- Evaluate potential costs (cost-effectiveness and cost-benefit)

STEP 5: CREATE AN IMPLEMENTATION PLAN

- Refine your description of the issue
- Go back to your logic model
 - Add inputs
 - Expand activities
 - Refine outcomes
- Which behavior theory most appropriate?
 - [Theory at a Glance: A Guide for Health Promotion Practice](#)
- Implement!

STEP 6: EVALUATE THE PROGRAM OR POLICY

- Qualitative
 - Focus groups, town halls, neighborhood walkabouts or drive throughs, surveys
- Quantitative
 - Just the facts!
 - Survey participants
 - Before and after
 - Use your health behavior theory to guide development
 - Look at health data trends from before program to after program
 - Decide if you discontinue or revise

QUESTIONS?

On to:
Step 2: What does the data say?